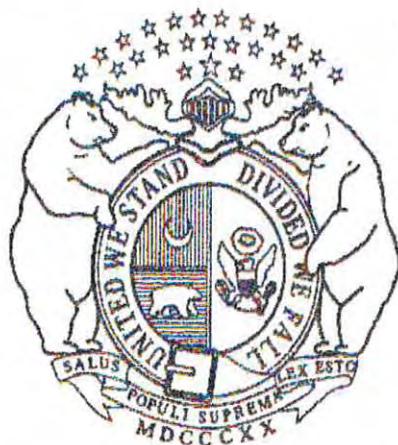


**FISCAL YEAR 2008**

**ANNUAL REPORT**



**MISSOURI WINE AND GRAPE BOARD**

# **Annual Report of the Missouri Wine and Grape Board**

## **Executive Summary**

The Missouri Wine and Grape Board was created by the Missouri General Assembly in 2006 as an independent political and corporate body of the state of Missouri (Missouri statute 262.820). Prior to this date, the Board existed in advisory form, with members appointed by the Director of Agriculture in the early 1980's. The purpose of the Board is to further the growth and economic development of the grape growing industry in the state of Missouri.

The Wine and Grape Board is responsible for researching, developing and promoting Missouri grapes, juices and wine. The Board is funded by the collection of a statewide tax imposed on all wine sold in Missouri at the rate of 12 cents per gallon. These funds support the program's three sections: enology and viticulture advisory services, research and promotion and marketing. Program expenditures provide:

- Professional advice to Missouri grape growers and wine makers
- Applied research for developing grape varieties and cold hardiness studies
- Consumer education to increase awareness of Missouri grapes and wine industry

The Board is governed by a bipartisan commission whose eleven members are appointed by the governor with the consent of the Senate. The director of the Department of Agriculture also serves as an ex-officio member. Members serve a four-year term, but can serve no more than two consecutive four-year terms. A member may, however, after serving two consecutive four-year terms and retiring for a minimum of one full year, be eligible for reappointment to the Board. Business is conducted through quarterly Board meetings or conference calls. Special meetings are held as needed.

The Board elects their own officers and has the authority to appoint staff. Tim Puchta was elected to serve as chairman, Jon Held as vice-chairman, Barbara Gibbs Ostmann as marketing chairwoman, Tony Kooyumjian as research chairman and Jim Anderson is currently serving as executive director.

## **PROGRAM SUMMARY**

The purpose of the Missouri Wine and Grape Board is to have the Missouri wine and grape industry recognized as a pre-eminent producer of profitable premium wines in the Midwest.

Missouri wineries continue to refine their grape growing and winemaking skills to offer distinctive, quality wines. The Wine and Grape Board sponsors research at the Institute for Continental Climate Viticulture & Enology (IVCCE) center, where the quest for better, hardier grapevines is ongoing. The number of wineries in the state has grown from 52 in 2004 to 90 in 2008. Wine, grape, and related industries produced an estimated 6,186 jobs and \$701 million of total economic value to the state. Missouri has more than 1,400 acres of grapes and produces more than 352,000 cases of wine sold.

Following is a description of activities for the various programs offered by the Board.

### **Marketing**

The marketing committee is responsible for promoting Missouri wineries and Missouri wines as entertainment, education, tourism (Missouri is ranked 3<sup>rd</sup> as a wine tourism leader) and lifestyle. Methods of reaching our target market have been conducted through sponsorships to expand the wine culture, grass roots tastings, trade shows, wine 101 classes, conducting classes at universities and colleges, print advertising and media.

### **Research**

The Research Committee is responsible for programs covering research extension, education, and service in the areas of viticulture and enology. These efforts are mainly conducted through a unique partnership between the University of Missouri and the Wine and Grape Board. This partnership is primarily served through the Institute for Continental Climate Viticulture and Enology. In addition, collaborative projects are conducted with other institutions in state and out of state.

### **Board Members**

Dr. Jon Hagler, Director of Agriculture  
Jefferson City, Missouri

Cory Bomgaars  
Rocheport, Missouri  
Term Ending: 10/2008

Katie Nott Gill  
Steelville, Missouri  
President, Wine Marketing & Research  
Council  
Term: Automatic Appointment

Jon Held, Vice Chairman  
Hermann, Missouri  
Term Ending: 10/2011

Peter Hofherr  
St. James, Missouri  
Term Ending: 10/2012

Matt Kirby  
Higbee, Missouri  
Term Ending: 10/2010

Chuck Dressel  
Augusta, Missouri  
Term Ending: 10/2012

Barbara Gibbs Ostmann, Marketing  
Chairwoman  
Gerald, Missouri  
Term Ending: 10/2011

Tim Puchta, Chairman  
Hermann, Missouri  
President, Missouri Vintners Assoc.  
Term: Automatic Appointment

Sarah Schmidt  
Waverly, Missouri  
President, MO Grape Growers' Assoc.  
Term: Automatic Appointment

Marty Strussion  
Ste. Genevieve, Missouri  
Term Ending: 10/2001

Jim Anderson, Executive Director  
Sue Berendzen, Executive Assistant

Danene Beedle, Marketing Director

### **Staff**

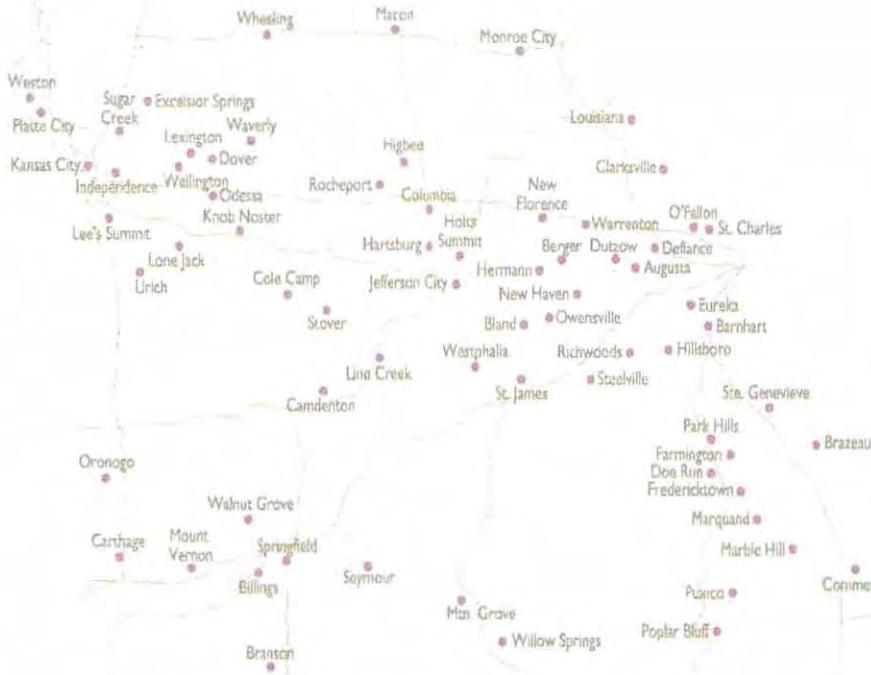
The Wine and Grape Board stimulates growth of the grape and wine industry for the economic and social benefit of the citizens of Missouri. The number of wineries Missouri wine production in the crowded and fragmented wine market will require a relentless focus on quality and value.

State and regional organization support is critical to the success of the renewed industry. Based on the recent legislative victories, there appears to be strong momentum in favor of the wine and grape industry in Missouri driven by the efforts of the Missouri Wine and Grape Board.

Missouri's wine and grape industries will benefit from America's steadily rising demand for wine – and for better wine. Wine is the most sought-after consumer good of this era: an affordable luxury.

### **Wine Tax Comparison**

Month	FY2004	FY2005	FY2006	FY2007	FY2008
July	90,197.16	87,361.58	98,926.55	104,435.04	97,938.41
August	78,415.98	88,397.13	79,014.56	88,163.77	99,536.10
September	96,205.61	101,354.23	111,437.91	127,850.17	113,869.55
October	90,477.08	87,369.93	102,825.89	94,065.70	108,101.00
November	122,134.98	117,865.21	122,395.70	121,513.39	137,018.72
December	96,730.83	125,823.34	133,896.09	131,093.40	141,776.27
January	91,346.44	95,228.61	91,250.65	91,266.90	107,284.56
February	81,093.82	73,279.23	84,003.50	89,347.99	103,148.89
March	84,066.98	84,683.86	101,697.69	112,332.52	102,628.72
April	94,264.90	91,614.52	101,709.06	104,011.69	104,550.34
May	90,489.59	83,628.99	85,235.96	97,141.47	104,700.26
June	98,644.43	97,511.98	116,375.03	116,829.88	110,990.65
	1,114,067.80	1,134,118.61	1,228,768.59	1,278,051.92	1,331,543.47



THERE ARE MORE THAN 90 WINERIES IN MISSOURI.  
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locations and wines.

## VISIT A MISSOURI WINERY

**Augusta**  
 • Augusta Winery  
 • Balducci Vineyards  
 • Montelle Winery  
 • Mount Pleasant Winery

**Barnhart**  
 • Persimmon Ridge Vineyards

**Berger**  
 • Bias Winery & Gruhlke's Microbrewery

**Billings**  
 • LeCave Vineyards

**Bland**  
 • Wenwood Farm Winery

**Branson**  
 • Branson Ridge  
 • Stone Hill Winery-Branson  
 • Mount Pleasant-Branson

**Brazau**  
 • Hemann Winery

**Carthage**  
 • Casa de Loco Winery

**Clarksville**  
 • White Rose Winery

**Cole Camp**  
 • Eichenberg Winery

**Columbia**  
 • Institute for Continental Climate Viticulture & Enology

**Commerce**  
 • River Ridge Winery

**Defiance**  
 • Chandler Hill Vineyards  
 • Yellow Farmhouse Vineyard & Winery  
 • Sugar Creek Winery & Vineyards

**Dover**  
 • Terre Beau Vineyards

**Dutzow**  
 • Blumenhof Vineyards & Winery

**Eureka**  
 • Claverach Farm & Vineyards

**Excelsior Springs**  
 • Fenca Sole Vineyards & Winery

**Farmington**  
 • Crown Valley Champagne House  
 • Twin Oaks Vineyard & Winery  
 • Sand Creek Vineyard

**Fredericktown**  
 • Vance Vineyard & Winery

**Hartsburg**  
 • Summit Lake Winery

**Hermann**  
 • Adam Puchta Winery  
 • Hermannhof Winery  
 • OakGlen Vineyards & Winery

**Higbee**  
 • Cooper's Oak Winery

**Hillsboro**  
 • Villa Antonio Winery

**Holts Summit**  
 • Summit Lake Winery

**Independence**  
 • Albonée Country Inn & Vineyard

**Jefferson City**  
 • Wine & Grape Board  
 • Native Stone Winery & Bull Rock Brewery

**Kansas City**  
 • Inland Sea Winery

**Knob Noster**  
 • Brasie Ridge Vineyards & Winery

**Lee's Summit**  
 • Stoneyard Farms Winery

**Lexington**  
 • Three Trails Winery

**Linn Creek**  
 • Seven Springs Winery

**Lone Jack**  
 • Bynum Winery

**Louisiana**  
 • The Eagle's Nest Winery

**Macon**  
 • West Winery

**Marble Hill**  
 • Thousand Oaks Winery & Vineyard

**Marquand**  
 • Durso Hills Vineyard & Winery

**Monroe City**  
 • Indian Creek Winery

**Mount Vernon**  
 • Williams Creek Winery

**Mtn. Grove**  
 • Mountain Grove Cellars

**Monroe City**  
 • VESTA Regional Center

**New Florence**  
 • Stone Hill Winery- New Florence

**New Haven**  
 • Bommarito Estate Almond Tree Winery  
 • Robler Vineyard Winery

**Odessa**  
 • Odessa Country Winery

**O'Fallon**  
 • Vinter's Cellar Custom Winery

**Oronoga**  
 • Kelton Vineyard & Winery

**Owensville**  
 • Phoenix Winery & Vineyards

**Park Hills**  
 • St. Francois Vineyards & Winery

**Platte City**  
 • Jowler Creek Vineyard & Winery

**Puxico**  
 • Indian Hills Winery & Bistro

**Richwoods**  
 • GardenHeir Wine Cellars

**Rocheport**  
 • Les Bourgeois Winery & Vineyards

**Springfield**  
 • OOVDA Winery

**Seymour**  
 • Whispering Oaks Vineyard & Winery

**St. Charles**  
 • Little Hills Winery & Restaurant

**Ste. Genevieve**  
 • Cave Vineyard  
 • Charleville Vineyard & Microbrewery  
 • Chaumette Vineyards & Winery  
 • Crown Valley Winery  
 • Sainte Genevieve Winery

**St. James**  
 • Helmrichshaus Vineyard & Winery  
 • Meramec Vineyards  
 • St. James Winery  
 • Three Squirrels Winery

**Steelville**  
 • Peaceful Bend Vineyard

**Stover**  
 • Grey Bear Vineyards & Winery

**Sugar Creek**  
 • VinoGrad Winery

**Ulrich**  
 • Red Fox Winery & Vineyard

**Walnut Grove**  
 • 7 C's Winery

**Warrenton**  
 • Rolling Meadows Vineyards

**Waverly**  
 • Baltimore Bend Vineyard

**Wellington**  
 • New Oak Vineyards

**Weston**  
 • Pirtle Winery  
 • Riverwood Winery

**Westphalia**  
 • Westphalia Vineyards

**Wheeling**  
 • Chateau Lisa Winery

**Willow Springs**  
 • Traver Home Winery



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**Missouri Wine and Grape Board**  
**Statement of Assets and Net Assets – Cash Basis**  
**June 30, 2008**

**ASSETS**

CURRENT ASSETS:

Pooled cash – State of Missouri, Missouri Department of Agriculture	
Marketing Fund 0787	\$ 447,405.06
Research Development 0787	\$1,115,421.42
<b>TOTAL ASSETS POOLED CASH</b>	<b>\$1,562,826.48</b>

**NET ASSETS**

NET ASSETS:

Marketing Fund 0787	\$ 447,405.06
Research Fund 0787	\$1,115,421.42
<b>TOTAL NET ASSETS</b>	<b>\$1,562,826.48</b>

**Missouri Wine and Grape Board  
Statement of Receipts and  
Changes in Net Assets – Cash Basis  
For The Year Ended June 30, 2008**

**RECEIPTS**

Wine tax – Marketing	\$ 665,772.01
Wine tax – Research	\$ 665,771.46
Interest	\$ 63,976.75
Miscellaneous	\$ 7,916.88
<b>Total support and revenues</b>	<b>\$1,403,437.10</b>